MKT 530- New Product Development

You Should Take This Class If You

- Want to Develop and Launch Successful New Products and Services
- Want to Use Sophisticated Customer Insights to Create Innovations
- Want to Combine Creativity and Analytics to Develop New Product Offerings with Compelling Clue for Customers

Course Description

Most MBAs will work on a new product or service opportunity at some point in their careers. However, more than 80% of new product launches fail. In this course, you will learn how to identify new product and service opportunities, generate concepts, test customer reactions, and how to develop a marketing program that improves the success rate of a new product launch. A variety of cases and examples of new product development will be analyzed in a variety of different companies and industries, including consumer packaged goods, service offerings, high technology products, and entertainment. You will develop and test a new product or service idea in a hands-on group project.

Deliverables

- Class Participation
- Individual Assignment
- New Product Development Group Project
- Exam
- Final Exam

Course Essentials

16527
Thursday
6:30-9:30pm

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